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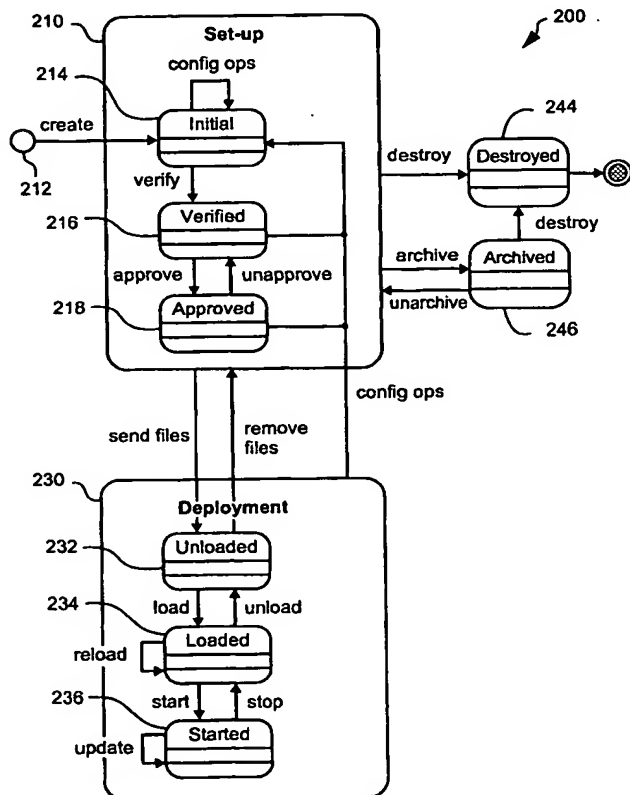
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(54) Title: **MANAGING INTERACTIVE BROADCASTING SERVICES**



(57) Abstract: A state model (200) is disclosed for managing the workflow in a system (100) for an interactive TV service from its testing in the development phase to its termination on the production broadcast platform in the deployment phase. The state of an interactive TV service or application are modelled before, during and after being broadcast from the service provider's point of view and not from the interactive TV receiver. A system (300) is also disclosed that controls and models multiple entities of playout devices. Still further, a system (400) is disclosed that enables network providers to grant service providers control over some parameters and functions in regard to their services on the network provider's broadcast platforms.

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